



**FOR YOUR INFORMATION**

Rita Schneider

**DATE:** Sept. 1, 1994

**TO:** Virginia Slims Brand Group

**SUBJECT:** Top-Line Summary

Attached is the updated 1994 Virginia Slims Top Line and Spending Summary which reflects the 2nd Revised budget of \$26.4MM.

A savings of \$300M is shown but is being held in reserve as per finance; additional anticipated print savings of \$200M. will be added to the reserve so that it will total \$500M.

Please let me know if the reserve dollars should be reinvested, or transferred .

If you have any questions, please advise.

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2071413944

BRAND:	VIRGINIA SLIMS			23-AUG-94
ADVERTISED PERIOD:	FEBRUARY 1994 - JANUARY 1995		RECOMMENDED PLAN	
BUDGET:	1994 CPE	1994 2ND	REVISED BUDGET	
PRINT	\$18.2 MM	\$18.4 MM	69.5%	
OOH	\$7.9 MM	\$8.0 MM	30.5%	
TOTAL	\$26.1 MM	\$26.4 MM	100.0%	
KEY INITIATIVES:	V-WEAR PROMOTION IN PRINT; PRINT ADVERTISING TO BEGIN IN MARCH WITH GATEFOLDS, SPREADS AND FSIs. BPCs IN NATIONAL MAGAZINES WILL FOLLOW IN APRIL.			
MEDIA STRATEGY:	AUDIENCE: FS 25-44. SEGMENTED INTO TWO CATEGORIES: FS 25-34 AND FS35-44.			
KEY GEOGRAPHY:	41 KEY MARKETS: HIGH VIRGINIA SLIMS SDI, HIGH COMPETITIVE SDI OR MARKETS IN WHICH VIRGINIA SLIMS GROWTH IS GREATER THAN THE NATIONAL AVERAGE. - 25 MARKETS TO RECEIVE OOH. INCLUDES 3 CP MARKETS NOT IN TIER 1 OR 2. TIER #1 = VSLIMS SDI > 120 TIER #2 = VSLIMS SDI > 100 AND COMPETITOR SDI > 120			
CRITICAL PERIODS:	V-WEAR PROMOTION IN MARCH, APRIL & JULY, AND BOD IN OCTOBER			
COMMUNICATION GOALS:	PRINT: 70	OOH: 75 IN TIER 1 MARKETS, 50 IN TIER 2 MARKETS	COMBINED: 80-90	
ETHNIC:	DELIVER IMPRESSION COMMENSURATE WITH VOLUME CONTRIBUTION (BLACK: 6% VOLUME; HISPANIC: 1% VOLUME)			
<u>MAGAZINES/PRINT</u>			1994 PLAN	RANGE OF INSERTIONS
DUAL MAGAZINES: BOOKS THAT SERVE BOTH SEGMENTS			\$M %	
CABLE GUIDE \$228.1M COSMOPOLITAN \$696.5MM FIRST FOR WOMEN \$118.3M NATIONAL ENQUIRER \$171.6M	NEW WOMAN \$320.1M PEOPLE \$1,906.7M REDBOOK \$481.1M SOAP OPERA DIGEST \$146.1M	SOAP OPERA MAG. \$20.5M SOAP OPERA UPDATE NONE SOAP OPERA WEEKLY \$25.3M STAR \$168.4M	TRUE STORY \$116.2M TV GUIDE \$772.6M WOMAN'S WORLD \$10.6M	\$5.4 20.6% 5-10 EACH
YOUNGER MAGAZINES: FS 25-34				\$3.5 13.4% 4-8 EACH
ALLURE \$196.2M BRIDAL GUIDE \$31.6M BRIDES \$96.9M ELLE \$291.6M	*ENTERTAINMENT WEEKLY \$309.8M GLAMOUR \$615.0M MADEMOISELLE \$321.5M PREMIERE \$155.5M	REAL BEAUTY \$31.5M ROLLING STONE \$351.6M SELF \$223.9M US \$239.3M	VOGUE \$427.7M WORKING MOTHER \$178.7M	
OLDER MAGAZINES: FS35-44				\$5.7 21.6% 6-11 EACH
B H & G \$482.7M COUNTRY AMERICA \$127.5M FAMILY CIRCLE \$513.6M HARPER'S BAZAAR \$285.1M	LADIES' HOME JOURNAL \$1021.2M LIFE \$419.0M McCALL'S \$755.4M MOVIELINE \$35.4M	NEWSWEEK \$381.8M SOUTHERN LIVING \$213.0M *TIME \$405.2M WOMAN'S DAY \$950.4M	WORKING WOMAN \$134.5M	
OTHER				
MILITARY LIFESTYLE \$16.5M	STATESIDE FAMILY \$69.9M	SCENE \$5M	IN STYLE \$89.4M	\$0.2 0.6%
REMNANT SPACE*				
ENTERTAINMENT WEEKLY (9/26-9/2 DOUBLE ISSUE) \$23.6M TIME (8/22 & 8/29) \$152.2M				
BLACK MAGAZINES - (ADVERTISING EXPERT)				\$1.5 5.7%
BLACK ELEGANCE BLACK ENTERPRISE	EBONY ESSENCE	JET CLASS	UPSCALE ROP/MAGAPAPERS	
FSIs - INCLUDES MILITARY LIFESTYLE FSIs				\$1.9 7.3% \$18.2 69.5%
JANUARY 30 - PAGE (20.4MM) - 24 KEY MISTY MARKETS \$170.2M FEBRUARY 6 - 3 PAGES 9/7A (35.7MM) - SPRING V-WEAR 41 MARKETS \$731M JULY 10 - SPREAD (31.1MM) - FALL V-WEAR 41 MARKETS \$415.5M OCTOBER 9 - SPREAD (32.0MM) - BOOK OF DAYS - \$427.2M DECEMBER - ONE PAGE (32.0MM) - TBD ~ \$256.2M				
OOH VEHICLES	#Mo.	COST		
PM CORP. POOL (11 mkt*) 30 SHEET/TRANSIT AFRICAN AMERICAN TOTAL	4 4 4	\$6.2 MM \$2.1 MM \$0.6 MM \$7.9 MM	19.8% 8.0% 2.3% 30.2%	
*SOLD BOSTON TO PARLIAMENT (MARCH, APRIL, AUGUST)				
TRADING AREA				
TIER #1: HAWAII* JACKSON* NEW ORLEANS* LAKE CHARLES* BIRMINGHAM* DETROIT* ATLANTA* CHICAGO* DALLAS/Ft. WORTH* HOUSTON* KNOXVILLE	TAMPA* GREENVILLE* PENSACOLA "COLUMBIA" BALTIMORE*	TIER #2 TOLEDO JACKSONVILLE* CHARLOTTE RICHMOND* OKLAHOMA CITY* ➡ LOS ANGELES* ➡ WASHINGTON DC* ➡ MIAMI* PITTSBURGH	REMAINING MARKETS (WILL RECEIVE FSIs, BUT NOT OOH, UNLESS CP) SAN ANTONIO GRAND RAPIDS SAVANNAH NASHVILLE MEMPHIS SACRAMENTO* ST. LOUIS ➡ NEW YORK ➡ PHILADELPHIA ➡ SAN DIEGO* ➡ BOSTON (ONLY NOW)	HARTFORD* DES MOINES GREEN BAY ALBANY SIOUX FALLS LITTLE ROCK* ➡ CORPORATE POOL * MISTY DEFENSE

207141395

## VIRGINIA SLIMS 1994 MEDIA BUDGET RECAP

	1994 C.P.E. (\$MM)	1994 COMMITTED (\$MM)	\$ DIFF CP.E. vs. COMM. (\$MM)
SECOND REVISED BUDGET		\$26.4	
MAGAZINES *	\$16.2	\$14.3	\$1.9
ROP	\$0.0	\$0.0	\$0.0
SUPPLEMENTS	\$0.0	\$0.0	\$0.0
FSI'S	\$2.0	\$1.7	\$0.3
<b>TOTAL PRINT</b>	<b>\$18.2</b>	<b>\$16.0</b>	<b>\$2.2</b>

\* MAGAZINE FIGURES INCLUDE CASH DISCOUNTS

CORPORATE POOL	\$5.2	\$3.7	\$1.5
MARLBORO POOL	\$0.0	\$0.0	\$0.0
STADIA	\$0.0	\$0.0	\$0.0
IN-STORE	\$0.0	\$0.0	\$0.0
OOP	\$2.7	\$2.0	\$0.7
<b>TOTAL OOH</b>	<b>\$7.9</b>	<b>\$5.7</b>	<b>\$2.2</b>
<b>GRAND TOTAL</b>	<b>\$26.1</b>	<b>\$21.7</b>	<b>\$4.4</b>
<b>DIFF. VS. BUDGET</b>	<b>\$0.3</b>	<b>\$4.7</b>	

NOTE: The \$300M underage will be held in reserve; an additional \$200M to be obtained from anticipated print discounts, will be added to the reserve to total \$500M.

2071413946

VIRGINIA SLIMS 1994 MONTHLY EXPENDITURES (CPE)  
(\$ THOUSANDS)

BRAND/MEDIUM	JAN	FEB	MAR	1ST QTR	APR	MAY	JUN	2ND QTR	JUL	AUG	SEP	3RD QTR	OCT	NOV	DEC	4TH QTR	TOTAL YEAR
MAGAZINES	(\$21.8)	\$3,567.8	\$1,545.5	\$9,691.7	\$989.8	\$394.8	\$1,087.5	\$2,472.0	\$1,665.6	\$1,600.7	\$1,609.5	\$4,825.8	\$978.9	\$299.9	\$1,862.0	\$3,740.8	\$16,180.3
ROP	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
SUPPLEMENTS	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
FSI	\$170.2	\$731.0	\$0.0	\$901.2	\$0.0	\$0.0	\$0.0	\$0.0	\$415.5	\$0.0	\$0.0	\$415.6	\$487.2	\$0.0	\$256.2	\$883.4	\$2,000.1
TOTAL PRINT	\$148.6	\$4,298.8	\$1,546.5	\$5,992.9	\$989.8	\$394.8	\$1,087.5	\$2,472.0	\$2,081.1	\$1,600.7	\$1,609.5	\$5,291.3	\$1,406.1	\$899.9	\$2,118.2	\$4,424.2	\$16,180.4
CORPORATE POOL	\$0.0	\$0.0	\$1,240.4	\$1,240.4	\$1,204.4	\$0.0	\$0.0	\$1,204.4	\$0.0	\$1,273.3	\$0.0	\$1,273.1	\$0.0	\$1,501.0	\$0.0	\$1,501.0	\$6,218.9
MARLBORO POOL	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
STADIA	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
IN-STORE	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
COP	\$0.0	\$0.0	\$698.5	\$698.5	\$486.5	\$0.0	\$0.0	\$698.6	\$0.0	\$627.9	\$0.0	\$627.9	\$0.0	\$853.1	\$0.0	\$853.1	\$2,674.9
TOTAL OOH	\$0.0	\$0.0	\$1,936.9	\$1,936.9	\$1,900.9	\$0.0	\$0.0	\$1,900.9	\$0.0	\$1,901.0	\$0.0	\$1,901.0	\$0.0	\$2,164.1	\$0.0	\$2,154.1	\$7,892.9
GRAND TOTAL	\$148.6	\$4,298.8	\$2,482.4	\$7,929.8	\$2,890.8	\$394.8	\$1,087.5	\$4,372.9	\$2,081.1	\$3,681.7	\$1,609.5	\$7,192.3	\$1,406.1	\$3,064.0	\$2,118.2	\$6,678.3	\$26,073.3

COMMITTED

2071413947

**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	<u>MARCH</u>	<u>\$M</u>
<b>CORE MAGAZINES</b>		
CABLE GUIDE		
COSMOPOLITAN	6	GF,ROB
FIRST FOR WOMEN		\$419,185
NATIONAL ENQUIRER	2	SPREAD (3/22)
NEW WOMAN	6	GF,2C+1
PEOPLE	6	GF,ROB <sup>(20TH)</sup>
REDBOOK	2	SPREAD
SOAP OPERA DIGEST	2	2C+1,(3/1)
SOAP OPERA MAGAZINE		\$68,638
SOAP OPERA UPDATE		\$42,326
SOAP OPERA WEEKLY		\$42,326
STAR	2	SPREAD (3/15)
TRUE STORY	6	GF,2C+1
TV GUIDE	2	SPREAD (3/6)
WOMAN'S WORLD		\$158,098
<b>YOUNGER MAGAZINES</b>		
ALLURE		
BRIDAL GUIDE		
BRIDES		
ELLE		
ENTERTAINMENT WEEKLY	2	2C+1 (3/4)
ACAD. AWARDS VIEWING GUIDE	2	SPREAD
GLAMOUR	2	SPREAD
MADEMOISELLE	2	SPREAD
PREMIERE		
REAL BEAUTY	1	PAGE
ROLLING STONE		\$10,500
SELF		
US	2	2C+1
VOGUE		\$44,533
WORKING MOTHER		
<b>OLDER MAGAZINES</b>		
BETTER HOMES & GARDENS		
COUNTRY AMERICA		
FAMILY CIRCLE		
HARPER'S BAZAAR	2	SPREAD
LADIES' HOME JOURNAL	6	GF,2C+1
LHJ MOST FASCINATING WOMEN		\$48,414
LIFE	2	SPREAD
McCALL'S	6	GF,2C+1
MOVIELINE	2	2C+1
NEWSWEEK		
SOUTHERN LIVING		
TIME		
WOMAN'S DAY	6	GF,2C+1 (3/15)
WORKING WOMAN		\$428,190
<b>OTHER PRINT/MAGAZINES</b>		
IN STYLE		
MILITARY LIFESTYLE		
SCENE	1	3C
STATESIDE FAMILY (Military)		\$5,000
Cost:	\$3,648,082.0	
		Mainline & Expert!
FS 25-44	73R/3.0F	75R/3.1F
FS 25-34	75R/2.9F	78R/2.9F
FS 35-44	72R/3.0F	75R/3.1F
GROSS IMP. ('000) FS 25-44	29,336	
CPM FS 25-44	\$124,354	
VSS 25-54	67R/2.7F	
BLACK FS 21+	76R/3.4F	
HISP. FS 21+	63R/2.6F	

NP1,WK3

2071413948

**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	<u>APRIL</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>		
CABLE GUIDE		
COSMOPOLITAN	1.5	PAGE/BRC
FIRST FOR WOMEN	1.6	PAGE/BRC (4/18)
NATIONAL ENQUIRER		
NEW WOMAN	2.0	PAGE/BRC
PEOPLE	1.6	PAGE/BRC (4/11)
REDBOOK	1.6	PAGE/BRC
SOAP OPERA DIGEST		
SOAP OPERA MAGAZINE		
SOAP OPERA UPDATE	1.6	PAGE/BRC
SOAP OPERA WEEKLY		Full credit
STAR		
TRUE STORY	1.5	PAGE/BRC
TV GUIDE		
WOMAN'S WORLD		
<b><u>YOUNGER MAGAZINES</u></b>		
ALLURE		
BRIDAL GUIDE		
BRIDES		
ELLE		
ENTERTAINMENT WEEKLY		
ACAD. AWARDS VIEWING GUIDE		
GLAMOUR	1.6	PAGE/BRC
MADEMOISELLE	1.6	PAGE/BRC
PREMIERE		
REAL BEAUTY		
ROLLING STONE		
SELF		
US	2.0	PAGE/BRC
VOGUE	1.6	PAGE/BRC
WORKING MOTHER	1.5	PAGE/BRC
<b><u>OLDER MAGAZINES</u></b>		
BETTER HOMES & GARDENS	1.6	PAGE/BRC
COUNTRY AMERICA		
FAMILY CIRCLE	1.7	PAGE/BRC
HARPER'S BAZAAR		
LADIES' HOME JOURNAL	1.4	PAGE/BRC
LHJ MOST FASCINATING WOMEN		
LIFE	2.0	PAGE/BRC
McCALL'S	1.5	PAGE/BRC
MOVIELINE		
NEWSWEEK		
SOUTHERN LIVING		
TIME		
WOMAN'S DAY	1.6	PAGE/BRC
WORKING WOMAN	1.5	PAGE/BRC
<b><u>OTHER PRINT/MAGAZINES</u></b>		
IN STYLE		
MILITARY LIFESTYLE		
SCENE		
STATESIDE FAMILY (Military)		
Cost:	\$1,360,857.0	
	Mainline &	
FS 25-44	Mainline	Expert
	67R/2.7F	70R/2.9F
FS 25-34	67R/2.7F	70R/2.8F
FS 35-44	66R/2.8F	70R/3.0F
GROSS IMP. ('000) FS 25-44	36,466	
CPM FS 25-44	\$37,319	
VSS 25-54	58R/2.7F	
BLACK FS 21+	57R/2.6F	
HISP. FS 21+	63R/2.7F	

NP1.WK3

2071413949

**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	<b>MAY</b>	<b>\$M</b>
<b><u>CORE MAGAZINES</u></b>		
CABLE GUIDE	1	BC
COSMOPOLITAN	1	PAGE
FIRST FOR WOMEN	1	PAGE (5/30)
NATIONAL ENQUIRER	1	BC(5/24)
NEW WOMAN	1	PAGE
PEOPLE	1	BC (5/8)
REDBOOK	1	PAGE
SOAP OPERA DIGEST		
SOAP OPERA MAGAZINE	1	BC(5/3)
SOAP OPERA UPDATE		
SOAP OPERA WEEKLY		
STAR	1	BC(5/18)
TRUE STORY		
TV GUIDE		
WOMAN'S WORLD		
<b><u>YOUNGER MAGAZINES</u></b>		
ALLURE	1	PAGE
BRIDAL GUIDE		
BRIDES		
ELLE	1	PAGE
ENTERTAINMENT WEEKLY	1	PAGE (5/20)
ACAD. AWARDS VIEWING GUIDE		
GLAMOUR	1	PAGE
MADEMOISELLE		
PREMIERE	1	PAGE
REAL BEAUTY		
ROLLING STONE		
SELF	1	PAGE
US		
VOGUE		
WORKING MOTHER	1	PAGE
<b><u>OLDER MAGAZINES</u></b>		
BETTER HOMES & GARDENS		
COUNTRY AMERICA	1	PAGE
FAMILY CIRCLE	1	3C
HARPER'S BAZAAR		
LADIES' HOME JOURNAL	1	BC
LHJ MOST FASCINATING WOMEN		
LIFE		
McCALL'S	1	PAGE
MOVIELINE		
NEWSWEEK	1	PAGE (5/9)
SOUTHERN LIVING		
TIME		
WOMAN'S DAY	1	3C (5/17)
WORKING WOMAN	1	PAGE
<b><u>OTHER PRINT/MAGAZINES</u></b>		
IN STYLE		
MILITARY LIFESTYLE		
SCENE		
STATESIDE FAMILY (Military)	1	BC
Cost:	\$990,651.0	
		Mainline & Expert!
FS 25-44	Mainline	71R/3.0F
FS 25-34	72R/2.9F	74R/3.2F
FS 35-44	70R/3.1F	74R/3.1F
		73R/3.3F
* GROSS IMP. ('000) FS 25-44	28,670	
CPM FS 25-44	\$34,554	
VSS 25-54	63R/2.7F	
BLACK FS 21+	63R/2.8F	
HISP. FS 21+	64R/2.9F	

NP1.WK3

2071413950

**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	<u>JULY</u>	<u>\$M</u>
<b>CORE MAGAZINES</b>		
CABLE GUIDE	1	BC
COSMOPOLITAN	2	SPREAD
FIRST FOR WOMEN	1	BC (7/11)
NATIONAL ENQUIRER	1	BC (7/12)
NEW WOMAN		
PEOPLE	2	SPREAD (7/25)
REDBOOK	1	BC
SOAP OPERA DIGEST		
SOAP OPERA MAGAZINE	1	BC (7/19)
SOAP OPERA UPDATE		
SOAP OPERA WEEKLY	1	BC (7/12)
STAR	1	BC (7/26)
TRUE STORY	2	SPREAD
TV GUIDE		
WOMAN'S WORLD		
<b>YOUNGER MAGAZINES</b>		
ALLURE		
BRIDAL GUIDE		
BRIDES		
ELLE	1	BC
ENTERTAINMENT WEEKLY	1	BC (7/22)
ACAD. AWARDS VIEWING GUIDE		
GLAMOUR		
MADEMOISELLE		
PREMIERE	1	3C
REAL BEAUTY	1	PAGE
ROLLING STONE	2	SPREAD
SELF	1	PAGE
US		
VOGUE	2	SPREAD
WORKING MOTHER		
<b>OLDER MAGAZINES</b>		
BETTER HOMES & GARDENS	1	PAGE
COUNTRY AMERICA	2	SPREAD
FAMILY CIRCLE	1	BC (6/28)
HARPER'S BAZAAR	2	SPREAD
LADIES' HOME JOURNAL		
LHJ MOST FASCINATING WOMEN		
LIFE	2	SPREAD
McCALL'S		
MOVIELINE		
NEWSWEEK		
SOUTHERN LIVING		
TIME	1	PAGE (7/11)
WOMAN'S DAY	2	SPREAD (7/19)
WORKING WOMAN		
<b>OTHER PRINT/MAGAZINES</b>		
IN STYLE		
MILITARY LIFESTYLE	1	BC
SCENE		
STATESIDE FAMILY (Military)		
Cost:	\$1,344,530.0	Mainline &
FS 25-44	Mainline 73R/2.8F	Expert 75R/2.9F
FS 25-34	75R/2.7F	77R/2.8F
FS 35-44	71R/2.8F	74R/2.9F
GROSS IMP. ('000) FS 25-44	27,085	
CPM FS 25-44	\$49,641	
VSS 25-54	66R/2.7F	
BLACK FS 21+	64R/2.7F	
HISP. FS 21+	66R/2.7F	

NP1.WK3

2071413951

**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	<u>AUGUST</u>	<u>\$M</u>
<b>CORE MAGAZINES</b>		
CABLE GUIDE		
COSMOPOLITAN	1	BC
FIRST FOR WOMEN	2	SPREAD (8/22)
NATIONAL ENQUIRER		
NEW WOMAN		
PEOPLE	2	SPREAD (8/29)
REDBOOK	2	SPREAD
SOAP OPERA DIGEST	2	2C+P1 (8/30)
SOAP OPERA MAGAZINE	1	BC(8/16)
SOAP OPERA UPDATE		
SOAP OPERA WEEKLY	1	BC (8/16)
STAR		
TRUE STORY		
TV GUIDE	2	SPREAD (8/13) BONUS
WOMAN'S WORLD		\$79,049
<b>YOUNGER MAGAZINES</b>		
ALLURE	2	SPREAD
BRIDAL GUIDE		
BRIDES	1	PAGE
ELLE	1	3C
ENTERTAINMENT WEEKLY	1	BC(8/5) REMNANT PG (8/22)
ACAD. AWARDS VIEWING GUIDE		
GLAMOUR		
MADEMOISELLE	2	SPREAD
PREMIERE		
REAL BEAUTY		
ROLLING STONE	2	SPREAD (8/25)
SELF	2	SPREAD
US	1	BC
VOGUE	2	SPREAD
WORKING MOTHER	2	SPREAD
<b>OLDER MAGAZINES</b>		
BETTER HOMES & GARDENS	1	PAGE
COUNTRY AMERICA		
FAMILY CIRCLE	1	BC (8/9)
HARPER'S BAZAAR	1	BC
LADIES' HOME JOURNAL		
LHJ MOST FASCINATING WOMEN		
LIFE		
McCALL'S	2	SPREAD/1ST BONUS
MOVIELINE	2	2C+1
NEWSWEEK	1	PAGE (8/22)
SOUTHERN LIVING	2	SPREAD
TIME	1	PG (REMNANT 8/22)*
WOMAN'S DAY	2	SPREAD (8/9)
WORKING WOMAN		\$84,408
<b>OTHER PRINT/MAGAZINES</b>		
IN STYLE	2	CENTERSPREAD
MILITARY LIFESTYLE		
SCENE		
STATESIDE FAMILY (Military)	1	BC
Cost:	\$1,696,573.4	
		Mainline & Experti
FS 25-44	Mainline	72R/3.0F
FS 25-34	74R/3.1F	74R/3.1F
FS 35-44	74R/3.2F	76R/3.3F
	72R/3.1F	75R/3.2F
GROSS IMP. ('000) FS 25-44	29,409	
CPM FS 25-44	\$57,689	
VSS 25-54	65R/2.6F	
BLACK FS 21+	65R/2.8F	
HISP. FS 21+	67R/2.8F	

NP1.WK3

2071413952

**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	<u>SEPTEMBER</u>	<u>\$M</u>
<b>CORE MAGAZINES</b>		
CABLE GUIDE	1	BC
COSMOPOLITAN		\$46,655
FIRST FOR WOMEN		
NATIONAL ENQUIRER		
NEW WOMAN	1	OPP. TOC
PEOPLE	1	PAGE (9/19)
REDBOOK	1	PAGE
SOAP OPERA DIGEST		\$21,789
SOAP OPERA MAGAZINE	1	BC (9/20)
SOAP OPERA UPDATE		\$89,385
SOAP OPERA WEEKLY		\$34,319
STAR	1	BC (9/13)
TRUE STORY		\$27,552
TV GUIDE	1	BC (9/10)
WOMAN'S WORLD		\$109,620
<b>YOUNGER MAGAZINES</b>		
ALLURE		
BRIDAL GUIDE	1	SEP/OCT
BRIDES		\$10,356
ELLE	1	PAGE
ENTERTAINMENT WEEKLY		\$32,095
ACAD. AWARDS VIEWING GUIDE		
GLAMOUR	1	PAGE
MADEMOISELLE	1	3C
PREMIERE	1	PAGE
REAL BEAUTY	1	PAGE
ROLLING STONE	1	PAGE (9/22)
SELF		\$64,096
US	1	PAGE
VOGUE	1	PAGE
WORKING MOTHER	1	\$44,269
		\$22,212
		\$10,500
		\$39,089
<b>OLDER MAGAZINES</b>		
BETTER HOMES & GARDENS		
COUNTRY AMERICA		
FAMILY CIRCLE	1	BC (9/1)
HARPER'S BAZAAR		\$89,563
LADIES' HOME JOURNAL	1	OPP. TOC
LHJ MOST FASCINATING WOMEN		\$52,310
LIFE	1	PAGE
McCALL'S		\$42,535
MOVIELINE		
NEWSWEEK	1	PAGE
SOUTHERN LIVING		\$53,250
TIME	1	PAGE
WOMAN'S DAY	1	PAGE (9/20)
WORKING WOMAN		\$42,204
<b>OTHER PRINT/MAGAZINES</b>		
IN STYLE		
MILITARY LIFESTYLE SCENE	1	BC
STATESIDE FAMILY (Military)		\$5,500
Cost:	\$931,639.0	
		Mainline &
FS 25-44	Mainline	Expert
FS 25-34	71R/2.3F	74R/2.4F
FS 35-44	72R/2.3F	74R/2.4F
	71R/2.4F	75R/2.5F
- GROSS IMP. ('000) FS 25-44	22,470	
CPM FS 25-44	\$41,461	
VSS 25-54	66R/2.3F	
BLACK FS 21+	64R/2.3F	
HISP. FS 21+	59R/2.4F	

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**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	<u>OCTOBER</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>		
CABLE GUIDE		
COSMOPOLITAN		
FIRST FOR WOMEN	2	BC(10/3 & 10/24)
NATIONAL ENQUIRER	1	BC (10/4)
NEW WOMAN		
PEOPLE	2	SPREAD (10/24)
REDBOOK	2	SPREAD
SOAP OPERA DIGEST	2	2C+1 (10/25)
SOAP OPERA MAGAZINE	1	BC (10/11)
SOAP OPERA UPDATE		
SOAP OPERA WEEKLY		
STAR	1	BC (10/25)
TRUE STORY	1	PAGE
TV GUIDE	2	SPREAD (10/1)
WOMAN'S WORLD	1	PAGE (10/11)
<b><u>YOUNGER MAGAZINES</u></b>		
ALLURE	2	SPREAD
BRIDAL GUIDE		
BRIDES	1	PAGE
ELLE	2	SPREAD
ENTERTAINMENT WEEKLY		
ACAD. AWARDS VIEWING GUIDE		
GLAMOUR	2	SPREAD
MADEMOISELLE		
PREMIERE	1	PAGE
REAL BEAUTY		
ROLLING STONE	2	SPREAD (10/6)
SELF		
US	1	PAGE
VOGUE	2	SPREAD
WORKING MOTHER		
<b><u>OLDER MAGAZINES</u></b>		
BETTER HOMES & GARDENS	1	OPP.MASTHEAD
COUNTRY AMERICA		
FAMILY CIRCLE		
HARPER'S BAZAAR	2	SPREAD
LADIES' HOME JOURNAL	2	SPREAD
LHJ MOST FASCINATING WOMEN		
LIFE	1	BC
McCALL'S	1	PAGE
MOVIELINE	2	CENTERSPREAD
NEWSWEEK		
SOUTHERN LIVING	1	OPP. TOC
TIME	1	3C (10/10)
WOMAN'S DAY	1	PAGE (10/11)
WORKING WOMAN		
<b><u>OTHER PRINT/MAGAZINES</u></b>		
IN STYLE	2	SPREAD
MILITARY LIFESTYLE		
SCENE		
STATESIDE FAMILY (Military)	1	BC
Cost:	\$1,621,654.0	Mainline & Experti
FS 25-44	72R/3.1F	74R/3.1F
FS 25-34	74R/3.0F	76R/3.0F
FS 35-44	71R/3.1F	74R/3.1F
- GROSS IMP. ('000) FS 25-44	29,790	
CPM FS 25-44	\$54,436	
VSS 25-54	64R/2.9F	
BLACK FS 21+	63R/3.0F	
HISP. FS 21+	67R/2.9F	

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**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	<u>NOVEMBER</u>	<u>\$M</u>
<b>CORE MAGAZINES</b>		
CABLE GUIDE	1	2C
COSMOPOLITAN	1	PAGE
FIRST FOR WOMEN	1	PAGE (11/14)
NATIONAL ENQUIRER		
NEW WOMAN		
PEOPLE	1	PAGE (11/28)
REDBOOK	1	3C
SOAP OPERA DIGEST		
SOAP OPERA MAGAZINE		
SOAP OPERA UPDATE		
SOAP OPERA WEEKLY		
STAR		
TRUE STORY		
TV GUIDE		
WOMAN'S WORLD		
<b>YOUNGER MAGAZINES</b>		
ALLURE		
BRIDAL GUIDE	1	NOV/DEC 3C
BRIDES		
ELLE	1	3C
ENTERTAINMENT WEEKLY	1	PAGE (11/18)
ACAD. AWARDS VIEWING GUIDE		
GLAMOUR		
MADEMOISELLE		
PREMIERE	1	PAGE
REAL BEAUTY		
ROLLING STONE	1	PAGE (11/17)
SELF		
US	1	PAGE
VOGUE		
WORKING MOTHER	1	PAGE
<b>OLDER MAGAZINES</b>		
BETTER HOMES & GARDENS	1	PAGE
COUNTRY AMERICA		
FAMILY CIRCLE	1	PAGE (11/1)
HARPER'S BAZAAR	1	BC
LADIES' HOME JOURNAL	1	PAGE
LHJ MOST FASCINATING WOMEN	1	PAGE
LIFE		
McCALL'S	1	3C
MOVIELINE		
NEWSWEEK	1	BC (11/14)
SOUTHERN LIVING		
TIME		
WOMAN'S DAY	1	PAGE (11/22)
WORKING WOMAN	2	SPREAD
<b>OTHER PRINT/MAGAZINES</b>		
IN STYLE		
MILITARY LIFESTYLE	1	BC
SCENE		
STATESIDE FAMILY (Military)		
Cost:	\$873,034.8	
		Mainline &
FS 25-44	Mainline	Expert
FS 25-34	71R/2.7F	72R/2.7F
FS 35-44	71R/2.7F	72R/2.7F
	70R/2.9F	72R/2.9F
GROSS IMP. ('000) FS 25-44	26,227	
CPM FS 25-44	\$33,288	
VSS 25-54	65R/2.6F	
BLACK FS 21+	60R/2.6F	
HISP. FS 21+	61R/2.6F	

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**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	<u>DECEMBER</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>		
CABLE GUIDE		
COSMOPOLITAN	1 PAGE	\$45,719
FIRST FOR WOMEN	1 BC(12/05)	\$15,120
NATIONAL ENQUIRER		
NEW WOMAN		
PEOPLE	1 PAGE	\$91,753
REDBOOK		
SOAP OPERA DIGEST	1 PAGE (12/20)	\$19,074
SOAP OPERA MAGAZINE	1 BC(12/13)	\$3,000
SOAP OPERA UPDATE		
SOAP OPERA WEEKLY	1 BC(12/13)	\$6,580
STAR		
TRUE STORY		
TV GUIDE	1 BC (12/10)	\$109,620
WOMAN'S WORLD		
<b><u>YOUNGER MAGAZINES</u></b>		
ALLURE		
BRIDAL GUIDE		
BRIDES	1 PAGE	\$32,288
ELLE		
ENTERTAINMENT WEEKLY		
ACAD. AWARDS VIEWING GUIDE	1 BC(12/9)	\$37,523
GLAMOUR		
MADEMOISELLE	1 PAGE	\$42,150
PREMIERE	1 PAGE	\$22,212
REAL BEAUTY		
ROLLING STONE	1 PAGE (12/29)	\$39,089
SELF		
US	1 PAGE	\$21,208
VOGUE		
WORKING MOTHER		
<b><u>OLDER MAGAZINES</u></b>		
BETTER HOMES & GARDENS	1 OPP MASTHEAD	\$70,130
COUNTRY AMERICA	1 PAGE	\$31,865
FAMILY CIRCLE	1 PAGE	\$57,308
HARPER'S BAZAAR		
LADIES' HOME JOURNAL	1 PAGE	\$52,310
LHJ MOST FASCINATING WOMEN		
LIFE	1 PAGE	\$42,535
McCALL'S	1 PAGE	\$48,183
MOVIELINE		
NEWSWEEK	1 BC (12/18)	\$107,239
SOUTHERN LIVING		
TIME	1 BC (12/20)	\$128,370
WOMAN'S DAY		
WORKING WOMAN		
<b><u>OTHER PRINT/MAGAZINES</u></b>		
IN STYLE		
MILITARY LIFESTYLE		
SCENE		
STATESIDE FAMILY (Military)	1 BC	\$13,970
Cost:	\$1,035,226.0	
	Mainline &	
FS 25-44	Mainline	Expert
FS 25-34	73R/2.7F	76R/2.9F
FS 35-44	74R/2.7F	76R/2.9F
	72R/2.6F	75R/3.0F
GROSS IMP. ('000) FS 25-44	27,117	
CPM FS 25-44	\$38,176	
VSS 25-54	68R/2.6F	
BLACK FS 21+	64R/2.6F	
HISP. FS 21+	65R/2.6F	

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**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

		<u>JANUARY</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>			
CABLE GUIDE	1	BC	\$46,655
COSMOPOLITAN	2	SPREAD	\$91,438
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN	2	2C+1	\$47,723
PEOPLE	1	PAGE (1/2)	\$78,029
REDBOOK	1	BC	\$48,047
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	PAGE (1/2)	\$2,500
SOAP OPERA UPDATE			
SOAP OPERA WEEKLY	1	PAGE (1/2)	\$5,603
STAR	1	PAGE (1/3)	\$24,583
TRUE STORY			
TV GUIDE	2	SPREAD (1/7)	\$158,098
WOMAN'S WORLD			
<b><u>YOUNGER MAGAZINES</u></b>			
ALLURE	2	SPREAD	\$56,064
BRIDAL GUIDE	1	PAGE	\$10,356
BRIDES			
ELLE	2	SPREAD	\$64,190
ENTERTAINMENT WEEKLY	1	PAGE (1/6)	\$29,088
ACAD. AWARDS VIEWING GUIDE			
GLAMOUR	2	SPREAD	\$128,192
MADEMOISELLE			
PREMIERE	1	PAGE	\$22,212
REAL BEAUTY			
ROLLING STONE			
SELF	1	PAGE	\$44,771
US	2	SPREAD	\$42,416
VOGUE			
WORKING MOTHER	2	SPREAD	\$40,558
<b><u>OLDER MAGAZINES</u></b>			
BETTER HOMES & GARDENS			
COUNTRY AMERICA			
FAMILY CIRCLE			
HARPER'S BAZAAR	2	SPREAD	\$48,414
LADIES' HOME JOURNAL	2	SPREAD	\$104,620
LHJ MOST FASCINATING WOMEN			
LIFE			
McCALL'S	2	SPREAD(BONUS)	\$46,183
MOVIELINE			
NEWSWEEK			
SOUTHERN LIVING			
TIME			
WOMAN'S DAY	2	SPREAD (1/17)	\$89,970
WORKING WOMAN	1	PAGE	\$23,490
<b><u>OTHER PRINT/MAGAZINES</u></b>			
IN STYLE	2	SPREAD	\$26,828
MILITARY LIFESTYLE			
SCENE			
STATESIDE FAMILY (Military)	1	BC	\$13,970
Cost:		\$1,293,997.6	
FS 25-44		Mainline 75R/3.0F	
FS 25-34		74R/2.7F	
FS 35-44		73R/2.8F	
GROSS IMP. ('000) FS 25-44		27,117	
CPM FS 25-44		\$47,719	
VSS 25-54		69R/2.8F	
BLACK FS 21+		65R/2.8F	
HISP. FS 21+		67R/2.9F	

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**VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING**

	Total Pgs	Total Cost
<b>CORE MAGAZINES</b>		
CABLE GUIDE	5.0	228.1
COSMOPOLITAN	15.5	886.5
FIRST FOR WOMEN	9.6	118.3
NATIONAL ENQUIRER	5.0	171.6
NEW WOMAN	12.0	320.1
PEOPLE	18.6	1906.7
REDBOOK	12.6	481.1
SOAP OPERA DIGEST	7.0	146.1
SOAP OPERA MAGAZINE	7.0	20.5
SOAP OPERA UPDATE	1.6	full credit
SOAP OPERA WEEKLY	4.0	25.3
STAR	7.0	186.4
TRUE STORY	10.5	116.7
TV GUIDE	10.0	772.6
WOMAN'S WORLD	1.0	10.6
		<b>5390.6</b>
<b>YOUNGER MAGAZINES</b>		
ALLURE	7.0	196.2
BRIDAL GUIDE	3.0	31.6
BRIDES	3.0	96.9
ELLE	9.0	291.6
ENTERTAINMENT WEEKLY	8.0	278.5
ACAD. AWARDS VIEWING GUIDE	0.7	31.3
GLAMOUR	9.6	615
MADEMOISELLE	7.6	321.5
PREMIERE	7.0	155.5
REAL BEAUTY	3.0	31.5
ROLLING STONE	9.0	351.8
SELF	5.0	223.9
US	11.0	239.3
VOGUE	8.6	427.7
WORKING MOTHER	8.5	178.7
		<b>3471.0</b>
<b>OLDER MAGAZINES</b>		
BETTER HOMES & GARDENS	6.6	482.7
COUNTRY AMERICA	4.0	127.5
FAMILY CIRCLE	7.7	513.6
HARPER'S BAZAAR	10.0	285.1
LADIES' HOME JOURNAL	15.4	1015.3
LHJ MOST FASCINATING WOMEN	1.0	5.9
LIFE	9.0	419.0
McCALL'S	15.5	755.4
MOVIELINE	6.0	35.4
NEWSWEEK	4.0	381.8
SOUTHERN LIVING	4.0	213.0
TIME	4.0	405.2
WOMAN'S DAY	17.6	950.4
WORKING WOMAN	5.5	134.5
		<b>5724.8</b>
<b>OTHER PRINT/MAGAZINES</b>		
IN STYLE	6.0	89.4
MILITARY LIFESTYLE	3.0	16.5
SCENE	1.0	5.0
STATESIDE FAMILY (Military)	5.0	69.9

Cost: 351.7      \$14,582.2

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**VIRGINIA SLIMS  
1994 RECOMMENDED PRINT SCHEDULE  
REVISED AUGUST 23, 1994**

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**VIRGINIA SLIMS  
1994 RECOMMENDED PRINT SCHEDULE  
REVISED AUGUST 23, 1994**

(BY ON SALE DATE)

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